

Westford Economic Development Committee
2016 Work Plan

1. ECONOMIC DEVELOPMENT SELF-ASSESSMENT TOOL (EDSAT) FOLLOW-UP

- a. Capitalize on the EDSAT findings from a public relations standpoint
- b. Determine how to publicize the positive outcome of the survey
- c. Implement EDSAT Recommendations
 - i. Recommend the EDC, in cooperation with the Planning Board and the Zoning Board of Appeals form a working group to suggest policies/recommendations to improve timeliness of permitting approvals
 - ii. Promote development of business services that cater specifically to its nearby cluster of technical and scientific firms (ie: copy center, restaurants, barber shop/hair salon, etc.)
 - iii. Complete Marketing Plan to strengthen our industrial attraction policy to unify and direct its various economic development services and initiatives

2. IN DEPTH REVIEW OF CURRENT PERMITTING GUIDE

- a. Determine how permitting guide has affected bringing business to Westford
- b. Who is using it; Who is not using it; What updates are needed

3. NEW BUSINESS RECRUITMENT

- a. Develop connection and relationships with key State contacts to bring the town to the forefront of their plans and activities.
- b. Determine which organizations we need to connect with to obtain good information on companies looking to expand into the MetroWest area
- c. Define preferred target industries, technology clusters, and the nature of specific types of small businesses which may work well in the community

4. OFFICE, RETAIL, COMMERCIAL, INDUSTRIAL, SPACE and LAND AVAILABILITY

- a. Develop list of major parcels available for sale or lease in Westford
- b. Maintain knowledge and details of key parcels for use with potential businesses

5. WESTFORD VILLAGES :

- a. Continue program of meeting with Village Associations
- b. Sponsor the Village Zoning study through DLTA grant with Phase II – NMCOG

6. CONTINUE TO PARTICIPATE ON 12 NORTH MAIN STREET TASK FORCE

7. COLLABORATION/OUTREACH:

- a. Participate in Westford Job Seekers “Business Smart Workshop”, April 2016
- b. Continue to update and add to content of database of Westford Businesses
- c. Explore developing an “Entrepreneurial” program for business development
- d. Consider “Ambassador” program to insure expanded business outreach
- e. Use of “Social Media” to expand marketing
- f. 495 MetroWest Partnership
- g. Cross Town Connect – Transportation Management Association
- h. Middlesex 3 Coalition – support potential business growth in Westford
- i. Create effective working relationship with Westford Business Association Liaison